

**IN THE CLAIMS:**

Please amend the claims as follows.

1-20. (Cancelled).

21. (Currently Amended) A system configured to provide an information sharing service~~permit sharing of personal information over a network~~, said system comprising:

a one or more servers configured to receive, via said service network, pushed content personalized to a first user of said service, wherein said pushed content ~~personalized to said first user~~ is ~~pushed~~ received from a first plurality of business entities associated with said first user;

a database sub-system configured to store said pushed content ~~personalized to said first user~~;

wherein said system is configured to generate a ~~graphical interface~~ report for said first user including said pushed content from at least two of said first plurality of business entities, wherein said system is configured to convey, via said service, display said graphical interface report to said first user, ~~and wherein said system is configured to concurrently display pushed content from at least two of said first plurality of business entities as part of said graphical interface.~~

22. (Currently Amended) The system of claim 21, wherein said system is web-based, wherein said one or more servers ~~system~~ includes a web server ~~coupled to said network~~, and wherein said web server is configured to ~~display said graphical interface~~ provide said report to said first user via one or more web pages.

23. (Currently Amended) The system of claim 22, further comprising an application server coupled to said web server, wherein said application server and said web server are is configured to generate said one or more web pages ~~graphical interface~~ from said pushed content ~~received from said first plurality of business entities.~~

24. (Currently Amended) The system of claim 21, wherein said system is further configured to include additional content as part of said ~~graphical interface~~ report, wherein said additional content is generated by said one or more servers ~~personalized to said first user in response to based upon~~ information received ~~by said server~~ from said first user.

25. (Currently Amended) The system of claim 21, wherein said ~~system~~ one or more servers ~~are~~ is further configured to permit sharing of ~~share~~ personal information of said first user with one or more designated users of said service network, wherein said system is configured to ~~share~~ permit said sharing ~~said personal information of said first user~~ based at least in part upon sharing control information provided by said first user to said service system.

26. (Currently Amended) The system of claim 25, wherein said sharing control information includes information identifying said one or more designated users and information identifying said personal information of said first user ~~designated~~ to be shared.

27. (Currently Amended) The system of claim 21, wherein said system is configured to send said information usable to generate ~~display said report graphical interface to said first user~~ in response to said first user signing on to said ~~system~~ service.

28-32 (Cancelled).

33. (Currently Amended) A computer-based method for providing an information sharing service ~~personal information over a network~~, said method comprising:

receiving, via said service network, pushed content personalized to a first user of said service, wherein said pushed content is received from a first plurality of business entities associated with said first user;

storing said pushed content in a database accessible to said service ~~personalized to said first user in a database~~;

generating a report for said first user ~~graphical interface~~ using said pushed content stored in said database, wherein said report includes pushed content from at least two of said first plurality of business entities; and

~~conveying displaying said report graphical interface to said first user, wherein said displaying includes concurrently displaying pushed content from at least two of said first plurality of business entities to said first user.~~

34-35 (Cancelled).

36. (New) The system of claim 21, wherein said report is sent over a wireless network.

37. (New) The system of claim 21, wherein said report is sent over a television network.

38. (New) The system of claim 21, wherein said system is configured to permit said first plurality of business entities to push content to said first user via said service in response to a request from said first user.

39. (New) The system of claim 21, wherein said first plurality of business entities include one or more types of entities from the following types: manufacturers, retailers, government agencies, nonprofit entities, sports franchises.

40. (New) The system of claim 21, wherein said pushed content includes one or more types of the following types of content: information relating to a prescription of said first user, service information for an automobile of said first user, information relating to a particular product purchased by said first user, information for a travel reservation of said first user, voicemail messages for said first user.

41. (New) The system of claim 24, wherein said additional content includes one or more types of the following types of content: weather information based on location information specified by said first user, information on a sports franchise specified by said first user.

42. (New) The system of claim 21, wherein said server is further configured to receive voting information from said first user.

43. (New) The system of claim 21, wherein said server is further configured to receive questions from said first user and to send said received questions to other users of said service.

44. (New) The method of claim 33, further comprising including additional content as part of said report, wherein said additional content is generated based at least in part upon user profile information provided by said first user to said service.

45. (New) The method of claim 33, further comprising:  
receiving sharing control information from said first user, wherein said sharing control information identifies one or more other users of said service; and  
permitting said other users to access said personal information of said first user in response to said receiving said sharing control information.

46. (New) The method of claim 45, wherein said sharing control information further identifies personal information of said first user to be shared with said other users.

47. (New) The method of claim 33, wherein said conveying is performed in response to said first user logging in to said service.

48. (New) The method of claim 33, wherein said first plurality of business entities includes one or more types of the following types of entities: manufacturers, retailers, government agencies, nonprofit entities, sports franchises.

49. (New) The method of claim 33, wherein said pushed content includes one or more types of the following types of content: information relating to a prescription of said first user, service information for an automobile of said first user, information relating to a particular product purchased by said first user, information for a travel reservation of said first user, voicemail messages for said first user.

50. (New) The method of claim 44, wherein said additional content includes one or more types of the following types of content: weather information based on location information specified by said first user, information on a sports franchise specified by said first user.

51. (New) The method of claim 33, further comprising receiving voting information from said first user.

52. (New) The method of claim 33, further comprising questions from said first user and sending said received questions to other users of said service.

53. (New) A computer-readable medium comprising program instructions executable by a computer to:

- receive, via an information sharing service, pushed content personalized to a first user of said service, wherein said pushed content is received from a first plurality of business entities associated with said first user;

- store said pushed content;

- generate a report for said first user, wherein said report includes pushed content from at least two of said first plurality of business entities;

- convey said report to said first user.

54. (New) A method, comprising:

- sending, via a public network, information identifying a plurality of business entities to an information sharing service, wherein said information is sent by a first user of said service and wherein said information is usable to associate said plurality of business entities with said first user;

- said first user providing personal information and sharing control information to said service via said public network, wherein said sharing control information specifies other users of said service that are permitted to access personal information of said first user;

- said first user sending, via said public network, a request to access said information sharing service;

in response to said request, receiving information from said service via said public network that is usable to generate a graphical interface;

displaying said graphical interface, wherein said graphical interface includes a screen that includes pushed content from at least two of said plurality of business entities, wherein said pushed content is personalized to said first user.

55. (New) A computer system, comprising:

one or more servers configured to:

receive requests to access an information sharing service, wherein said requests are received from a plurality of business entities associated with a first user of said service;

receive, via said service, pushed content from said plurality of business entities, wherein said pushed content is personalized to said first user;

store said pushed content in a database accessible to said one or more servers;

receive a request from said first user to log on to said service;

in response to said first user logging on to said service, provide a graphical user interface to said first user, wherein said graphical user interface concurrently displays pushed content from at least two of said plurality of business entities, wherein said pushed content is personalized to said first user;

receive personal information and sharing control information from said first user via said service, wherein said sharing control information specifies other users of said service that are permitted to access personal information of said first user; and

share personal information of said first user according to said sharing control information.